

J. W. C. I. Band at 9
Organ at 11, 11:55 and 5:20
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5:30

WANAMAKER'S

WEATHER:
Fair

The Wanamaker Store Is Ready for the Thanksgiving Month

Travelers Who Have Been to London's Westminster Abbey and to St. Paul's Cathedral have often spoken of their disappointment upon their first impressions.

So, also, with St. Peter's, at Rome. It is extremely difficult to many of us to take the measurements of spaces and realize the immensity of proportions.

It has taken all of eight years since the completion of this warehouse, next to the City Hall, for even thoughtful people to comprehend its vastness and the well-ordered details of the construction of this massive structure.

It is almost unbelievable that, if the fourteen floors and roof of this great building were of the width of Market street, and placed end to end, they would stretch from the Delaware river to Sixtieth street, if taken between curb lines; to Forty-eighth street, if the whole width between house lines is taken.

If the aisles of each floor over which the public walk were linked together, they would reach from Broad Street Station to Overbrook; if all cross and intermediate aisles are taken, then to Paoli.

It will be a surprise to affirm to the people that the electric wiring of this building, if joined in one line on telegraph poles, would reach from Philadelphia to Harrisburg. There is much more to this building than people think.

We are well ready for this Thanksgiving month!

[Signed] *John Wanamaker*

New Redleaf Sports Hats From England—for Women

They have just arrived from England, are brand new, and in the very styles women want for Winter sports use. There are furry mufflers in white, long-nap beavers in charming Autumn shades, and fine velours and scratch felts. There are comfortable medium sizes, the shapes are those women find most becoming, and the hats range in price from \$20 to \$38.

(Second Floor, Chestnut)

Prices Are Lowered On Young Women's Fine Afternoon and Evening Gowns

These lovely Winter gowns are just coming in, so they are all the more interesting at their new and lowered prices.

The afternoon gowns include soft satins and other silks in street and lighter colors, and the assortment is so varied you will need to see them for yourself to truly appreciate them. Often there is but a gown of a kind, and they represent the best of the Winter fashions.

The evening gowns are delightful—fluffy nets and shimmering silks in all the delicate, exquisite shades that are worn this season. Like the afternoon dresses these are in many, many styles—often there is but one of a style, so that you need have no "meeting" your gown on some one else's.

\$30 to \$150—14 to 20 year sizes.

(Second Floor, Chestnut)

The Newest Riding Habits

to come into the Little Salon of Riding Clothes are of corduroy, in lovely browns, and cost \$95.

Other corduroys with fitted coats are \$95. Green velvet coats with cloth breeches are the most charming of all, and cost \$97.50.

Gray whipcords and brown worsteds are \$55. Tweeds and oxford mixtures, \$50; other mixtures, \$38.50.

(First Floor, Central)

The Beautiful New Handkerchiefs From Paris Are Here

Every showcase in the Handkerchief Store is filled with new French kerchiefs—we've so many new ones they overflow into boxes you don't see, too!

These are the loveliest French handkerchiefs we could find this year—and the French kerchiefs are always the loveliest in the world.

There are exquisite embroideries, sheerest linens and charming colors—all new!

And there are handkerchiefs for women and for men.

(Main Floor, Central)

Charming Waists of Georgette

White and flesh-color, each with hand-embroidery, drawn-work and a little real lace—flet or fine Irish crochet. \$15 to \$30—the waist at the last price being honored with the Irish.

(Third Floor, Central)

Negligees and Other Things

The Women's Wrapper Store is well prepared for Winter with—Crepe de chine wrappers in many colors, light and dark, at \$16.50 to \$47.50.

Corduroys, some of them lined, at \$8.50 to \$16.50. All-wool blanket robes, at \$18 and \$20.

And maternity dresses of messaline in taupe, wistaria, navy and black, at \$31.50.

(Third Floor, Central)

About the Prettiest Plaid Skirts That Have Come Lately

have just arrived. Only those who know how hard it is to get these plaid skirts now can realize how glad we are to have them.

They are beautiful combinations of soft tones of blues, browns and greens and some white and black effects. Just the skirts so many women are asking for to wear with the new short sports coats. All are fully pleated and some are box pleated, stitched flat at the hips. There are several very new styles.

The materials are very fine all-wool qualities of silvertone and plain velour, velvet-finished worsted, gabardine, serge and prunella cloth, \$25, \$27.50 and \$28.50.

(First Floor, Central)

The Jewelry Store

has for some time had in preparation and has finally assembled the most complete and beautiful collection of

DIAMOND JEWELRY

that has ever been shown under this roof. Between now and Christmas there will also be many very handsome pieces added.

During the war, many people learned the value of diamonds as an investment. At no time, during the past seventeen years, has their value done anything else than increase. Probably this, added to the returning desire for the beautiful things in life, has influenced people to buy diamonds this year as they never have before. Christmas bids fair to break all records in the number of gifts of diamond jewelry.

Only diamonds of the highest character are accepted by us, and all the mountings of these pieces are of platinum.

Diamond rings. Three stone effects in all diamonds or diamonds with other precious stones. \$220 to \$3150.

Diamond solitaire rings. \$135 to \$3600.

Diamond bar pins. Exquisite lace-work designs and others solidly paved. \$250 to \$1400.

Diamond brooches. Fine new designs in gallery settings, all diamonds, others with precious stones combined. \$260 to \$5600.

Diamond bracelets. All diamonds or diamonds and sapphires. \$1000 to \$3500.

Diamond La Vallieres. These are in very beautiful novel designs. \$55 to \$14.00.

Diamond earrings. They are all the same high character stones, the difference being in size. \$190 to \$965.

Diamond necklace. Set with 81 diamonds, \$2900.

Diamond lorgnettes. Full paved with diamonds, \$565.

Diamond mounted sautoirs. Black ribbon sautoirs with diamond clasps, \$265 to \$525.

(Jewelry Store, Chestnut and Thirteenth)

The New Hudson Seal Coats Are Beautiful

FOR one thing the Hudson seal (dyed muskrat) is so attractive for coats—it makes such rich, comfortable-looking garments. And this year's styles lend themselves admirably to coats of Hudson seal, which, as many women know, is sheared, dyed muskrat.

The fashionable lengths just now are from 30 to 45 inches and in that assortment it is comparatively easy for a woman to get one which just suits her. A particular group at \$450

(Second Floor, Chestnut)

to \$750 is all of Hudson seal coats that are trimmed with other furs—glossy lynx, or the rich brown skunk, or contrasting furs like Australian opossum or the clear, natural gray squirrel. Many of these have huge collars, cuffs and sometimes borders of the fur, and the combinations are immensely effective.

And last, but not least, are their linings, which are of perfectly exquisite silks, in charming colors and equally pleasing designs.

(West Aisle)

An Advantageous Disposal of Women's Silk Stockings

Three groups that we put on sale at less than regular prices.

\$1.50 for "seconds" of black and white thread silk, full fashioned. \$1.75 for first-grade black, white and colored full-fashioned thread silk with mercerized cotton tops and soles; also "seconds" of ingrain thread silk in black with white clocks and white with black clocks.

\$1.85 for "seconds" of black, white and colored ingrain thread silk.

(West Aisle)

Two-Color Boots Are High in Women's Favor

AND we doubt if any shoe store in America, has as large an assortment as Wanamaker's.

These boots are sometimes made of different color leathers in vamps and tops, or of leather vamps with cloth tops in contrasting or harmonizing colors. In heel and toe shapes they are abreast of the newest fashions.

In fact, they are all styles that will be good next Spring, as well as this Fall and Winter, and as this Fall and Winter, and

(First Floor, Market and Thirteenth)

many women will want to get a good supply while selection is unstinted.

An important thing to remember about these shoes is that they are all Wanamaker-standard, which means that material and workmanship are of the first grade.

Prices in the majority of cases are not high. They start at \$7.50 and go to \$17 (with one style at \$18), and the largest assortment is from \$7.50 to \$14.

Now Is Your Time to Secure a Day Bed, Chaise Longue or Settee at One-Third Under Value

Few things combine practical utility and genuine comfort and good looks in a greater degree than a day bed.

Settees and chaises longues are of the same family. We are now disposing of a group of just such pieces at a reduction of one-third from last year's prices.

This is a very remarkable thing as furniture is valued today, but we happen to have this odd collection and we want to dispose of it.

The pieces are marked \$48 to \$85. At these figures they are as good investments as can be found in furniture at the present time.

Each piece is practical for home service and substantially built, all seats being of the loose-spring construction. Some are upholstered in tapestry, some in cretonne and some in damask.

(Sixth Floor, Chestnut)

New Decorative Linens Eloquent of the Art of Italy

IT MIGHT be said of them that they epitomize the delight and the glory of Italian life. But that is only part of their loveliness. For it seems as if in their rich, yet tasteful, embroidery, seed-work and cut-work they had caught some of the glory of all Italian art, which seems only reasonable.

They are peculiarly Italian and Italian needlework is peculiarly fine and these are particularly fine examples of it. Certainly it is years since we have had such an exquisite new collection. Comprised in it are scarfs in three matching sizes and in six different styles; lunch sets of 25 pieces, separate cen-

terpieces, 18 to 27 inches in diameter, and square table covers, 45 and 54 inches square.

A 25-piece lunch set with an Italian filet edge, beautiful cut-work and filet insertion is one of the gems of the collection. This set is marked \$137.50. The scarfs, 18x36 inches, are \$2.50 to \$4.50; 18x45 inches, \$1.50 to \$3.00; 18x54 inches, \$1.75 to \$3.50. Each of these is in the same motif.

The centerpieces are priced at \$10.75 to \$33 each; and squares, 45x45 inches, at \$25 and 54x54 inches, \$30 each.

All are of a no grade of pure linen. As gifts they need no praise.

Imitation Amber to Go With the Fashionable Browns

There are so many smart brown suits and frocks, many women have asked us for imitation amber necklaces to go with them.

The imitation amber necklaces are lovely, with their warm, yellow and brown lights, and a woman may have glistening cut beads, graduated sizes, in the popular lengths, from \$2 to \$4.

And there are imitation sapphire, emerald and amethyst necklaces that are of pleasing color, \$2 to \$4.

(Jewelry Store, Chestnut and Thirteenth)

Two Handbags of Unusual Value

One is a mourning handbag of black silk poplin, with gunmetal frame, tassel and gray silk poplin lining. It is a large, deep shape and is a very fine bag for \$8.

The other handbag is of velvet, in black, navy and taupe, lined in lighter colors. It has a fancy metal frame, chain handle and tassel. Prices \$3.50.

(West Aisle)

FINE WOOL-STRIPE MADRAS FOR MEN'S SHIRTS

Both the English and American made madras and the best qualities you can find for wear and constant tubbings. In fact, this madras is the kind used in custom-made shirts for both men and women.

And it is very unusual to find such an excellent variety of patterns and colors many have tiny jacquard figures in the weave. 32 inches wide and 85c, \$1, \$1.10 and \$1.50 a yard.

(First Floor, Chestnut)

Their First Short Dresses

For the little babies wearing first short dresses, which means the six months' size, on up to the dresses large enough for two-year-old toddlers—that is what this new group.

There are dainty, snowy little dresses of fine lawns and muslins, and while some are in simple bishop style, others have yokes in round or pointed shapes, tucks, turn-over collars, smoking or feather stitching, or perhaps laces or embroidery for trimming.

\$1.25 to \$5 for the machine-made dresses.

\$2.50 to \$9 for the dainty hand-made dresses.

(Third Floor, Chestnut)

Lace Tops for Camisoles and Chemises

There are all kinds of fine and heavier laces in these tops, the shoulder straps are in place and even the ribbon run through, \$1.25 to \$4 each.

Also we have the laces by the yard for the women who want to make the tops themselves.

(Main Floor, Central)

COTTON CREPE NIGHTGOWNS

They are always wanted by some women, whether its Winter or Summer; also they are very scarce to get.

These are made absolutely plain, as crepes should be, come in pink and white and cost \$1.85.

(Third Floor, Chestnut)

New Books

"The Black Drop," by Alice Brown, \$2. A dramatic novel by a convincing writer.

"On the Makala Mat," by Jack London, \$1.50. Probably the last volume of short stories by Jack London to appear, practically all his unpublished manuscripts having been printed.

"The Makin' o' Joe," by Louis Matthews Sweet, \$1.50. An American Down-East story with a Colonel in it who can be set beside David Harum.

"John Deere of Toronto," by Herbert Jenkins, \$1.50. A fresh type of mystery story.

(Main Floor, Thirteenth)

The Star Electric Vibrator

soon saves its price. After the shampoo the use of the rubber prong applicator invigorates the scalp.

After shaving the rubber cup applicator gives a facial massage both delightful and improving. The Vibrator also relieves neuralgia and other local pains.

It costs only \$5 complete with three applicators, and with cord and plug ready to attach.

Please note that it is intended to be used on the alternating current only.

(Fourth Floor, Central)

"The Life and Meaning of Roosevelt and His Messages to Americans"

A handsome four-volume memorial set published to perpetuate the splendid example and teachings of this great American, and to give them new power in the life of the Nation. The price—including a year's subscription to the magazine "Current Opinion"—is \$5.75.

(Main Floor, Thirteenth)

Don't Forget About Bulbs

If you want them for Spring blooming it is time to plant them now.

Crocuses, 25c dozen; \$1.50 hundred; \$12 thousand.

Daffodils, 50c dozen; \$3.25 hundred; \$26 thousand.

Tulips, 50c dozen; \$3.25 hundred; \$27 thousand.

Hyacinths, 75c dozen; \$4.50 hundred; \$40 thousand.

(Fourth Floor, Central)

Pure Linen Towels of Much Merit at 60c and 85c each

More than a year and a half ago we placed the order for them with a Scotch manufacturer who has been supplying us for many years. These towels have all the good old quality peculiar to his product and their prices compared with linen values in general are certainly very moderate.

All are of pure linen with hemmed ends and are good absorbers. Size 17x23 inches at 60c, and size 19x38 inches at 85c each.

(First Floor, Chestnut)

If You Have the Need We Have the Blankets

Just around this time of year it is not a bit unusual to have Spring, Summer, Autumn and Winter all in the one month, or week, or even in the one day. In fact, it is the sure sign that Winter is coming to stay.

Also it is a sign to a good many people to go and buy all the Winter bedclothing they are going to need.

Will you please keep in mind what we have said in the headlines—if you have the need we have the blankets, as to quilts, You will easily understand that



The Exhibition of Oriental Treasures Continues

THIS collection of Oriental objects of art brought together from China, Japan and India is one of engrossing interest to lovers and connoisseurs of Eastern art.

In it are rare jades—both gem jades and cabinet pieces; rock crystal, both carvings and ball; marvelous carvings of agate, lapis lazuli and amber, and necklaces of amber, rock crystal, jade, coral and coral-pearl; fine porcelain, old and modern; old pottery and a thousand other things of much beauty, including a roomful of embroideries.

(Fourth Floor, Chestnut)

Women's Fine Silk Umbrellas for \$7.50 Each

Of lustrous, good quality taffeta silk, these umbrellas come in all the fashionable shades—blues, greens, purples, reds and taupe, as well as black.

They have handles of light and dark colored woods and are most effectively trimmed with silver, bakelite or leather. The styles are both new and good, and the umbrellas are kinds which would ordinarily sell for a third more.

(Main Floor, Market)

These Are the Best American Dinner Sets We Have Had in a Year

We refer particularly to the sets selling for \$25 in the new purchases. They are 100-piece sets in a choice of three attractive patterns—border decorations with coin-gold handles.

Sets of this grade are generally sold today for 35 per cent more than they are marked in this exceptional selling.

We offer them at \$25 a set. All the other sets in the new collection are open stock patterns, and in these there is a splendid choice at \$25, \$27.50, \$32.50, \$35 and \$37.50 a set of 106 pieces, which means one-fourth less than today's regular prices.

If you are likely to need a new dinner set for Thanksgiving, this brings you an unequalled opportunity, but please choose as soon as possible, because these sets are too unusual to remain many days.

(Fourth Floor, Chestnut)

If It's a 9x12 ft. Rug You Are Looking For—

here are some of the moderate prices for which you can get a good domestic weave:

Tapestry Brussels, \$32.50 and \$37.50.

Body Brussels, \$72.50 and \$75.

Seamless Wilton, \$52.50.

Axminster, \$48.50 to \$78.50.

An odd lot of fine Wiltons specially priced at \$110.

(Seventh Floor, Chestnut)

This Will Be a Winter of Home Delights

THERE will be more entertaining at home than there has been in many a year. And more people will find time to get acquainted with their families, and learn that no pleasure equals that which can be found in a happy and congenial household.

The Player-Piano Will Help

It will not be necessary to go outside the home for music. With a very few exceptions, you cannot hear as fine music in public anywhere in Philadelphia as you can have in your own home.

A player-piano or a reproducing piano will play for you anything you like, from the music of the masters to the latest comedy song or dance.

Chickering Schomacker Emerson Lindeman

Knabe Haines Bros. Marshall and Wendell J. C. Campbell

These are the eight famous pianos sold at Wanamaker's, and at Wanamaker's only—in Philadelphia. They are in both player and reproducing piano form and there are a great many different styles.

Prices range from \$600 for a player-piano made in the same factory that makes the Angelus and go to \$3300 for a superb Chickering or Knabe Ampico-grand reproducing piano. And any instrument may be bought on convenient terms.

(Egyptian Hall, Second Floor)